

uswim.com - Free online swimming lessons from a world leading swim school

Ben Douglas¹, Nick Folley¹ and Neil Douglas¹

USwim Pty Ltd¹

Aquatic Achievers swim schools, created and developed uswim.com. Ben Douglas and Nick Foley adapted the Aquatic Achievers Solo-1 swim program into a website where parents and teachers can learn teaching methods and techniques from.

Background

Most people around the world cannot afford to pay professionals to teach their children to swim. The best way to educate people in 2011 is through the internet, as it can reach a vast audience. Learning to swim is a life skill all children should learn. Often parents do not have the knowhow or resources to teach them safely. uSwim allows all parents with access to the internet free information and lesson plans so they can teach their children with confidence.

Aims

To allow more families to teach their children to swim, in a fun, safe environment, especially in poor or underdeveloped countries. We also would like to help out physical education teachers or community leaders who are in charge of teaching children to swim but have no access to formal education courses. This we hope will not only prevent drowning but also provide children with better health, more recreational activities and less restrictions on travel to school etc.

Target

We are targeting all children. The uswim program shows parents how to teach babies from 6 months, right up to teenagers. Of course those who actually learn the content from the website are parents, teachers and carers. However children and communities are the ones who benefit.

Methods

uSwim breaks down the learning process into simple steps. Once a child can do one skill, they simply move onto the harder skill/step. We show through professional underwater footage how to teach each skill. We also provide printable lesson plans so people can remember what they viewed.

The actual teaching methods come directly from Aquatic Achievers, a swim school organization who teach over 400,000 lessons per year. Aquatic Achievers have been teaching lessons for 40 years and operate 5 state of the art swim schools in Brisbane, Australia.

uSwim.com has taken 3.5 years to develop and cost over \$150,000 to produce. The website became available for free in September 2010 .

Results

After being available only 8 months, uSwim is being visited by 3000 new people each month in almost every country on the planet. We have had hundreds of emails thanking us for the service and relaying feedback about the program. While its not perfect, we are learning every day and making improvements.

In may uSwim is heading to an orphanage in Mauritius in conjunction with project Dovetail. Here we will be showing the teachers and house mothers how to teach swimming using the website as a reference whenever there is a problem.

Discussion

uSwim has the potential to reach more people than traditional programs because it does not need continual manpower or financial support. Once people are shown how to use it, they can continually use the website as a reference and guide.

Conclusion

We are only getting started, however the feedback so far has been amazing.

Acknowledgements

Aquatic Achievers has funded the entire project.

Nick Folley and Ben Douglas and Neil Douglas are the sole creators and contributors of content.

Corresponding Author

Ben Douglas
Director
USwim Pty Ltd
948 New Cleveland Rd Gumdale Qld 4152 AUSTRALIA
Telephone: +61 7 3823 1091
Email: ben@uswim.com